

State-Tech Pigskin Battle on Tonight

The lid flies off the 1953 San Francisco State College football season tonight at 8 p.m. when the Gators play host to the Cal Tech Engineers in Cox Stadium.

A capacity crowd of 5500 fans is expected to be on hand to watch State's field general, Maury Duncan, launch his 1953 passing campaign. Duncan, candidate for little All-American honors, holds the all-time S.F. State passing record. Duncan will match wits with Tech QB Bruce Kaiser. Kaiser, a 21 year old senior with two years of experience, operates his team from the single wing formation.

ENGINEERS ADVANTAGE
Statistic-wise, the Engineers have a slight advantage. In the line, Tech averages 201 pounds while the Gators weigh in at 192 per man. State's backfield averages 172 while Tech maintains a 163 pound average. The overall weight statistics give Cal Tech a 2.5 pound advantage per man.

Coach Bert La Brucherie, of UCLA fame, has a vastly improved squad over last year's team which failed to win a contest in seven outings. Tech dropped their opening tilt to Redlands by a 27-7 count last Saturday.

Tentative starting lineups for tonight game are as follows:

SAN FRANCISCO STATE			
Pos.	Name	No.	Wt.
LE	Tony Fardella	88	180
LT	Dan Logue	75	220
LG	Don Slates	62	180
C	Jerry Harper	52	180
RT	Bob Foote	79	210
RG	Jess Jones	60	180
RE	George Wehner	85	190
QB	Maury Duncan	12	185
LH	Dick Nave	40	160
RH	Rudy Smith	22	165
F	Walt Gomez	31	185
CAL TECH			
LE	Lee Henderson	82	190
LT	Art Miller	70	250
LG	Hugh Taylor	69	190
C	Ron Saliba	52	180
RG	John Goetten	60	205
RT	Lynn Abbott	79	210
RE	Ray Grieser	83	180
QB	Bruce Kaiser	14	147
LH	Art Takido	22	170
RH	Bob Christian	43	170
F	George McDonald	32	175

Frat Status Revision Battle To Inter-Fraternity Council

The Board of Directors has referred the question of status of "service" fraternities and sororities to the Inter-fraternity-sorority council for their recommendations.

Discussion was precipitated by a memo from the Student Personnel division calling for a clarification of status of social and service organizations on campus.

Dean Dorothy Wells emphasizes that what the division wanted was that each organization should straighten out its own status. Dean Bergstresser added that "on-call" services would suffice in certain instances.

George Poquette, president of the Club Advisory Association and hence an ex-officio member of the board, said that many organizations would like to eliminate services entirely.

Dean Bergstresser pointed out that present policy would not permit elimination of services. ing of fraternity and sorority members on campus was the Student Personnel memo was "an

action of Deans to get rid of fraternities and sororities" at State. The feeling is that the elimination of services would eliminate the need for social organizations.

Dean Wells said that this impression was definitely false.

KICKOFF DANCE WILL FOLLOW TECH GAME

The Cal Tech versus S.F. State football season opener sets the theme for the Fall Semester's first big on-campus activity tonight when campus stompers gather for the kickoff dance at 10 in the New Campus Gym.

The Stag-or-Drag hop sells at \$1.50 with or \$1.00 without. Stags are always welcome, however, according to the dance's co-sponsors Kappa Omega and Sigma Pi Sigma.

Art Film Set for N.C. Noon Showing

Bill Snyder, president of the Humanities Club, announced that a complete film will be shown today in the New Campus Art building in room 109 at 12 noon.

Chosen as a film for the meeting will be "A Kinetic Art," followed by a commentary and discussion of the work. Speaker for the group will be Dr. Arnesen, advisor to the club.

The club membership is open to all students with sophomore status or above.

Concert Series Features Special Student Tickets

A concert series this year at the Memorial Opera House has been planned by the Civic Music Association and special students rates are available. For the seven concerts, a season ticket costs only \$7, no single tickets being sold by the office.

This year's series will present the Sadder's Wells Ballet, the Helsinki University Chorus, and Marian Anderson. For further information and tickets to the concerts, contact the Associated Students hut, T-1.

Car Pool Names Posted

Space limitations prevented the publication of students participating in the Bay Area car pool. Complete listings will be posted on the bulletin boards in the following buildings. Social Science, Library, Gym, Science and Industrial Arts.

Golden Gator

Vol. 28, No. 3

SAN FRANCISCO, CALIFORNIA

Friday, October 2, 1953

AFROTC Supply Room Razed in \$15,000 Fire

Firemen Overcome by Smoke And Equipment Destroyed in One of Worst 'State' Disasters

Fire destroyed over \$15,000 worth of government and college property last Friday night in one of the worst disasters suffered by the school.

Overcome in the intense smoke were several firemen who were rushed to hospital for emergency treatment.

Occurring in the old campus supply office beneath the gymnasium around 9 p.m., the fire was confined to a small area. Most of the damage was caused by smoke and water. The supply room, which contained many uniforms and training equipment of the AFROTC division, was almost a complete loss.

Salvaged from the fire were the precious records of the division, containing all their personal data. Damage to the buildings was slight due to the alertness of the guard for the evening, who turned in the alarm.

Captain Hightower, of the AFROTC, explained that although the damage was considerable, only slight delays would be incurred in a few cases. Fortunately, the equipment for the students had been issued last week, otherwise serious shortages and delays would have been incurred.

Sgt. Egly, in charge of the supply room, said that the origin of the fire was unknown. An investigation to determine the causes of the fire is still in progress. As far as could be learned at this date, the cause of the fire has been stated to be unknown. Most of them feel, however, that the fire was caused by spontaneous combustion.

Many of the training aids were lost in the fire and will necessitate revamping of the present schedules for a short period of time until replacements can be made. The most expensive item lost in the fire was the multilith machine, used for the division's bulletins and informational notes.

By Claude Crownover

CONTEST WILL NAME COLLEGE UNION ROOMS

A contest to name the five dining rooms of the College Union Dining Hall will begin next week. A list of the prizes, along with rules and entry blanks will be printed in the Gator. The main dining room, the grill room, the two group dining rooms, and the faculty dining room will be named in the contest. All students and faculty will be eligible to participate.



Pictured above is Dr. Doug Fessenden, new chairman of the Physical Education Division replacing retired Dean Cox. Fessenden, formerly of the University of Montana, took over late last semester. See story in sports section, page 5.

Frosh Petitions Due Today at T-1

Three Rep Posts, Class Officers to be Elected

Prospective candidates for freshman representative or class office position must file petitions, complete with 30 valid signatures, by 3 p.m. today with the Associated Students.

Petitions will be received at the new office of the A.S.S.F.S.C. at the side door of hut T-1.

Class offices open for petition are president, vice-president, and secretary-treasurer. There are three positions open for freshmen on the Board of Directors, two representatives under 32 units, and one under 16.

The entire school votes on candidates for representative - at-large, but only freshmen vote for their class officers.

Campaigning starts Tuesday for those approved by the special session of the Board of Directors Monday at 3 p.m.

Rules governing elections, campaigning, posters, etc., will be strictly enforced. Candidates may pick up mimeographed copies of the regulations at the student body office.

Law School Test Dates Announced

Over 100 centers will give the Law School Admission Test required of applicants for admission to many of the major law schools throughout the nation. This year the test will be given four times.

Test days selected for the tests this year are November 14, 1953, February 20, April 10, and August 7, 1954. To be eligible for the test, one must apply at least 10 days before the examination to Educational Testing Service, P.O. Box 592, Princeton, N. J.

Bulletins concerning information about the tests may be secured from the above address, by writing to their Law School Admission Test Division.

Selective Service

Students planning to take the selective service test on either November 19, 1953, or April 22, 1954, should apply to the nearest Selective Service local board. There he may obtain an application and a bulletin of information.

Pepperdine Game Reset

San Francisco Staters making the journey to Los Angeles to view the Gator-Pepperdine contest will be able to start a day later for the southland. The fracas, originally set for Friday, October 30, has been rescheduled, and will take place starting at 8 p.m. the following evening, Saturday, October 31.

All Yearbook Photos Next Week Only

Next week will be the only chance for February and June Bachelor of Arts, Master of Arts, and Teaching credential candidates to have their pictures taken for the '54 Franciscan.

Students who do not have appointments may have their pictures taken any time between 9:30 a.m. and 3:30 p.m. Monday, October 5 through October 9. For the graduates convenience the photographer will be located in the Check Room, main lobby, new campus gym.

The cost for four poses is \$1.25. Men students are asked to wear a white shirt. Women should wear a white blouse. The gowns will be provided by the senographer. Caps will not be worn.

According to Editor Hal Grant, "The new campus move will be the theme of the '54 yearbook. The book will also be the largest in the history of the college. It will contain a section in color besides a section featuring summer activities. Franciscan '54 will be distributed the first week next May."

The price will be \$4. Orders for the book are being taken now with a deposit of \$1. Deposits may be made at the Associated Students business office, new campus, Hut T-1.

Those students who have not purchased their '53 yearbook still may do so at the Associated Students business office, new campus, Hut T-1.

Social Activities

Monday-Friday, October 5-9—Franciscan Photos, Check Rm., main lobby, new campus gym. 4 poses, \$1.25.

Monday, October 5—CAA Meeting, 7:30 p.m. S 101. Inter-Fraternity-Sorority Council, 8:30 p.m., new campus. activities room 162. Players Club, 7-9:30 p.m. old campus activity room.

Tuesday, October 6—Hillel Meeting 8 p.m. Jewish Community Center, Presidio and California streets.

Friday, October 9—Football, Gators vs. Moffett Field, Cox Stadium, 8 p.m. After-Game Dance "Dragnet," sponsored by Kappa Theta and Delta Gamma Tau.

REMOVAL SALE

One-Half Off on Everything and Maximum Price on Any Book: This Week - \$4.00

The Maximum Price Per Book Will be Reduced every week until our entire stock is sold.

All books sold as is, and on a cash and carry basis. All sales are final. No returns, exchanges, layaways, deposits, telephone or mail orders.

Hours: 10 a.m. to 8 p.m. Until December 31st—Closed Sundays

H. H. EVANS Books

1167 Sutter, Near Polk

EDITORIAL

An Unnecessary Hazard

Along with the parking problem faced by drivers coming to State, a serious safety hazard confronts the street car commuter who crosses 19th avenue between the "M" street car stop and the campus.

No pedestrian cross walk markers adorn the street to give haven to the car-dodging students who daily risk being hit by the motorists. No accidents have occurred yet, but this is creditable only to the agility of the students. Not only are the students in danger of being hit, but they haven't a "legal leg to stand on" if they are hit, for it is jay walking. San Francisco is currently waging a war against the jay walker. Technically, every person crossing the thoroughfare between the car stop and school is guilty of jay walking. This leaves the student with a choice. Either walk along the tracks until an intersection is reached, or take the risk of being run over and/or getting a ticket.

The hazard confronting the students is more serious at this spot than downtown or anywhere else in the city because the speed limit on 19th avenue is 35 miles per hour, which means that the average motorist is traveling at least 40 miles per hour. It would be very difficult at these speeds to stop suddenly if a preoccupied student stepped in front of a car. If a few warning signs and a crosswalk were painted, it would give the students some safety insurance, and possibly avert an injury or even death.

Hayakawa Says 'No Red Menace'

By SYLVIA SMITH

"Americans need no longer fear the threat of Communism." This statement was made by Dr. S. I. Hayakawa, noted semantist and author, at an impromptu lecture last Thursday. Dr. Hayakawa has come to this conclusion through a study of communication as it functions in Government.

Dr. Hayakawa has just returned from a five week tour of Japan. While there, he was impressed and somewhat at a loss, by the excessive courtesy of the Japanese. Dr. Hayakawa explained that the etiquette is elegant and polite, with "an attitude of complete receptivity to communication." This feudal type of etiquette originated during the dictatorship of the Tokugawas, who ruled Japan from 1600 to 1879.

"The great cardinal sin was not to know your place. Dowries, the costume the daughter would wear for her wedding, and every detail of everyday life was dictated to them."

"WEATHER TALK"

Dr. Hayakawa compared the etiquette of Japan with that of the United States. In a stratified society, a person is polite to those he meets; "weather talk" precedes every business transaction. "In a feudal society, it is absolutely necessary to place everyone you meet. A person above you is treated one way, a person below you another . . . the whole manner of social etiquette is tied up with the facility of communication."

In the United States, theoretically, a millionaire can be on a first name basis with a worker. "We have sort of a democratic etiquetall communication between equals."

The feudal organization was very neat, but it was entirely dependent on communication. "Big brother" at the top dictated while every level listened. Communication with those above from below where a matter of complaint was involved was possible, but the complainer was executed. Thus, if a problem arose at the bottom, it rarely reached the ears of those at the top. Fear of punishment keeps one from honestly communicating to persons above. In such a situation, what does "big brother" know?

HITLER'S ERROR

Dr. Hayakawa used the example of Hitler's authoritarian rule in Germany to point out the imperfection of such a type of society. It is said of Hitler, that he believed Roosevelt would lose the election in 1944, and then Germany would easily defeat the United States.

He was being completely sincere in his belief, because Hitler received his communication in a feudal manner. He had been told only what pleased him, what he wanted to hear. His misconception of German power was due to a failure in communication.

ACTORS ATTENTION!!

The Ulayers Club's next meeting will be held on Monday, October 5, at 7:30 p.m., in the Activities Room, Old Campus. There will be a discussion of the coming Players Club productions including a variety show. Every one interested is welcome.

Staters Exhibit In Art Festivals

Union Square and Maiden Lane were transformed into an outdoor museum last weekend when the Seventh Annual Art Festival was held.

A number of State students and teachers exhibited their works at the decorative show. Streamers of many colors marked the center of the plaza and a few feet from the statue to which they were attached was a 30 ft. by 30 ft. stage.

There, the San Francisco State College Dance Group performed along with the Peters-Wright Dance Theatre, the Palo Alto Contemporary Dance Group, and the Ballet Quintet of Berkeley.

Prizes totalling \$2,000 were awarded while strolling players wandered through the thousands of people attending.

Locally produced art films were shown in Maiden Lane during the evening.

MARIAN NICHOLAS IN YEARBOOK POSITION

Marian Nicholas was appointed Associate Editor of the 1954 Franciscan, it was announced by Editor Hal Grant at a recent meeting.

Marian, a junior transfer student, was co-editor of the Santa Rosa Junior College yearbook, The Patrin, last year.

For The Discriminating Co-ed

RIVIERA SHOP

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★ Personalized attention for your fashion needs.

★ "Downtown" variety at neighborhood prices.

★ Special discount of 10 Per Cent for State Students.

1552 Ocean Avenue -- JU 4-4151
(Three Blocks Past El Rey Theatre)It's easy as pie!
No entry blanks!
No box tops!You can cash in
again and again!
C'mon, let's go!

TWICE AS MANY AWARDS THIS YEAR

MAKE \$25!

WRITE A LUCKY STRIKE JINGLE

based on the fact that LUCKIES TASTE BETTER!*

From well-known towns to parts unknown,
Most any place you go —
It's Lucky Strike for better taste
With people in the know!

Easiest \$25 you ever made. Sit right down and write a 4-line jingle based on the fact that Luckies taste better. That's all there is to it. More awards than ever before!

Read the jingles on this page. Write original ones just like them—or better! Write as many as you want. There's no limit to the number of awards you can receive. If we pick one of your jingles, we'll pay you \$25 for the right to use it, together with your name, in Lucky Strike advertising.

Remember: Read all the rules and tips carefully. To be on the safe side, clip them out and keep them handy. Act now. Get started today.

My meals, folks say, are flavorful—
They're seasoned perfectly.
For better taste, it's Luckies, though,
That win the cheers—not me!



CLIP OUT THIS INFORMATION

RULES

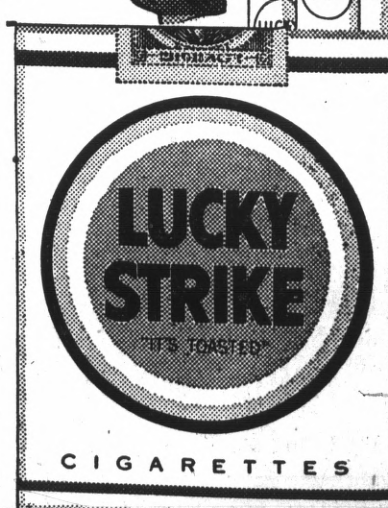
1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 67, New York 46, N.Y. Be sure that your name, address, college and class are included—and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies taste better," is only one. (See "Tips.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to receive more than one \$25 award.

*TIPS

To earn an award you are *not* limited to "Luckies taste better." Use any other sales points on Lucky Strike, such as the following:

L.S./M.F.T.
Lucky Strike Means Fine Tobacco
Luckies taste cleaner, fresher, smoother
So round, so firm, so fully packed
So free and easy on the draw
Be Happy—Go Lucky
Buy Luckies by the carton
Luckies give you deep-down smoking enjoyment

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Music-Drama Building Opening Set For Spring '54; New Radio Wing Featured

By JAMES KEOLKER

That towering concrete structure dominating the west entrance of the new campus will soon be officially known as the Music and Drama building. The "soon" has been cautiously placed as Spring, 1954.

According to Professor Waldemar Johansen, director of art in the Creative Arts division, the two million dollar plant will "have everything we need for a top performance in any and all phases of art expression."

Professor Johansen, who was a consultant of Tom Merritt, senior architectural designer, in planning and designing the building, stated that the structure is divided into three main areas, the music, drama, and radio sections.

MUSIC ALLEY'S NEW HOME
The music wing will be composed of classrooms, practice rooms and specially constructed band, orchestra, and chorus rooms beside the necessary instructional offices. "This eventually will be Music Alley's new home," Johansen explained. There are to be special sections for student offices such as the Music Fed and other music materials.

RESULT OF RESEARCH

The drama wing is the outgrowth of a two and a half year study of American and European theatres by Johansen on a grant by the Rockefeller Foundation. The one time head of the Stanford Theatre, and also a consultant in the designing of the new Stanford Theatre, Johansen's research has taken wide consideration of actor, musician, and audience in the design of the new auditorium area of the wing.

The large theatre, seating some seven hundred persons, is to have a proscenium opening comparable to the San Francisco Opera House, approximately 52 feet. The interior will be funnel shaped to allow for large or small stage openings depending upon the production.

The orchestra pit has been made deep for a large orchestra

for musical shows, but has also been equipped with a system of double elevators to provide a stage height for intimate audience contact for recitals or band offerings.

Besides the main auditorium a Little Theatre seating 250, and special central staging areas are being constructed. The Little Theatre will provide just the right atmosphere and small sized audiences for workshop or recital offerings. The central staging area is a direct promise of more State Theatre ventures in theatre-in-the-round.

Completing the wing are classrooms, offices, and spacious areas to be given to stage workshop and make-up areas.

RADIO WING

The third area of the plant, over and above the minor features of a portico, covered walkways, and an outdoor theatre area, is the radio and television wing.

A special feature will be a central operation booth that will feed into eight separate radio studios. The centering of the booth will enable visual as well as technical contact with each of the studios at the same time. Offices and classrooms are to complete the section.

Johansen, who was also a consultant for the recently occupied Visual Arts and Industries building, states that the entire five levels of the Creative Arts division will be handily grouped in a single central area of the campus. This is a pleasure S.F. State has not enjoyed for many, many years. The two buildings will shelter the division's Art, Industrial Art, Music, Drama (Speech), and Radio sections.

The theatre plant is one of several unfinished buildings that will soon complete the main of the new campus.

Senior pictures for the 1954 Franciscan will be taken the week of October 5 through October 9. The price will be \$1.25 for four poses.

Gomez Cited As Gridder of Week

By LeROY PACINI

Walt Gomez proved that he was at home on a gridiron two weeks ago in a game type scrimmage against the Presidio at Cox Stadium.

Gomez, a Hawaiian boy who has been in this country only a year and a half, showed that football fields are the same in Hawaii as they are in the United States, when he rambled for two touchdowns against the Presidio to spark State's 19-0 win.

TRANSFER STUDENT

Walt, a sophomore transfer from San Mateo J.C., scored his first touchdown on a seven yard plunge from the fullback slot. His second tally came when he intercepted a pass on the 50-yard line and Hula-Hipped his way to pay dirt.

The hustlin' Hawaiian, until just recently, was considered somewhat of a third or fourth stringer, and wasn't even mentioned in pre-season State write-ups. He has since, however, worked his way into a tentative starting berth at fullback for tonight's game against Cal Tech.

OUTSTANDING DEFENSIVELY

Walt can thank in part, aside from his own natural ability, the new no-free-substitution rule for his success. The reason for this was explained by Coach Joe Verducci. "My three fullbacks (Gomez, Butch Storm and Jim McElroy) are about equal on offense. In fact, at this stage of the season, I wouldn't be able to separate them. But Gomez is so outstanding defensively, that because of the new ruling, I have to give him the nod."

Gomez, although now a fullback, was a two year All-Star as a halfback while attending Kahuku High in Hawaii. When he came to this country in 1951, he enrolled at San Mateo J.C., where he also starred at halfback.

Gomez, 20 years old and built like a baby battering ram at five feet 10 inches and 185 pounds, could well be one of the main cogs in State's drive to a winning season.

Escape From 3-D Found in Art Films Sponsored by Art Club Twice Weekly

Many local film houses, left in the red wake of slaughtering 3-D, Dementia, stereophonic sound, and panoramic vision, have found seclusion—and audiences—in an old single-sound, flat-screen vehicle—the Art film.

Many theatres have been offering expensive "packaged" programs, film festivals, and motion picture "seasons." San Francisco State is fortunate, therefore, in having an organization sponsor free display of such works to the student body.

Such an organization is the Art Club, and such a film program is the forthcoming Art Film Season to begin next month. Such offerings as the colorful Indian "Dances of the Kwakiutl," the famous Dutch classic, "Rain," the descriptive "Conspiracy in Kyoto," illustrating Japanese scroll painting, and the exciting experimental abstract film "Color Dances No. 1," by James E. Davis, will comprise the first program.

Mr. John Gutmann, associate professor of art and Art Club spokesman, has said that the term Art films "should not be confused with the very 'arty' activities of a limited number of students. The films are chosen with utmost care to provide a wide scope of interest not only to the student of art, but to the

interest and enjoyment of Anthropology, History, Drama, Dance, and other general education students."

The Art Club, under the guidance of Mr. Alexander Nepote, assistant professor of art, and the Creative Arts division, presented an extremely diversified season last year. Such films as the experimental abstract "Mambo," and the Mexican documentary "Death Day," received wide success. The season reached its climax with a special series as part of the State Art Show, divisional contribution to the '53 State Fair.

The film programs will again be held in the miniature theatre of the Visual Arts and Industries building, officially known as room No. 109. Besides the excellent pictures, lodge seats, air conditioning, and modern projection equipment add to the program's success and the student's enjoyment.

Past program policy will continue with the campus, most convenient days and hours following a 12-10 curtain time, Wednesday-Thursday pattern. The first program is scheduled for October 14 and 15. The season will continue throughout the semester with films being shown October 28, 29, November 18, 19, and December 9 and 10. A second series will be introduced for the Spring semester.—J. Keolker.

Seven-Man Soccer Team Expected To Appeal to Overseas Students

A projected seven-man soccer team with an international flavor occupied the intramural scene as the physical education staff readied a full schedule of competition for the fall mural participants.

San Francisco State, with a high percentage of foreign students enrolled, should be the ideal spot for such an undertaking, according to coaches Art Bridgeman and Bill Harkness. With soccer the national sport of

many countries, these students should be well grounded in the fundamentals of the sport, and should be enthusiastic about participation.

Students who are interested, and desire to form a team to compete in the league, should contact Art Bridgeman in the gym as soon as possible.

Also entering the scene is the sign-up for intramural basketball slated for October 5. Basketball will be followed by tennis.

HOW THE STARS GOT STARTED ☆☆☆



Patrice Munsel says: "When I was a kid, I wanted to be a lady football player. Then I dreamed of another career—whistling! Somebody discovered I had a voice, so I took singing lessons. I worked hard at it—then I won the Metropolitan Opera auditions when I was 17."

I STARTED SMOKING CAMELS BECAUSE A FRIEND OF MINE ASKED ME TO TRY THEM. NO OTHER CIGARETTE EVER GAVE ME SUCH PLEASURE. CAMELS TASTE SO GOOD—AND THEY'RE SO MILD!



Start smoking Camels yourself!

Smoke only Camels for 30 days and find out why Camels are America's most popular cigarette. See how mild and flavorful a cigarette can be!

For Mildness and Flavor

CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!

SFSC Entry in New Athletic League Begins With Fall Basketball Season

By KARL PAGE

A gradual change from an independent to a league school will begin at San Francisco State this fall as the Gator basketball squad makes its first appearance in the newly formed Far Western Conference.

Both the baseball and football squads will make the change to

the new status beginning in 1954.

The conference, composed of schools in the general Northern California area, includes Chico State, the University of Nevada, the University of California at Davis, Humboldt State, and Sacramento State College. These same schools, have, in past seasons, been part of S. F. State's

independent scheduling, and are no strangers to the Gators.

Coach Joe Verducci, football mentor, and other members of the coaching staff have long fought for the formation of such a league, claiming that the spirit of competition inspired by a league race would arouse greater Bay Area interest in the brand

of athletics exhibited by Gator teams.

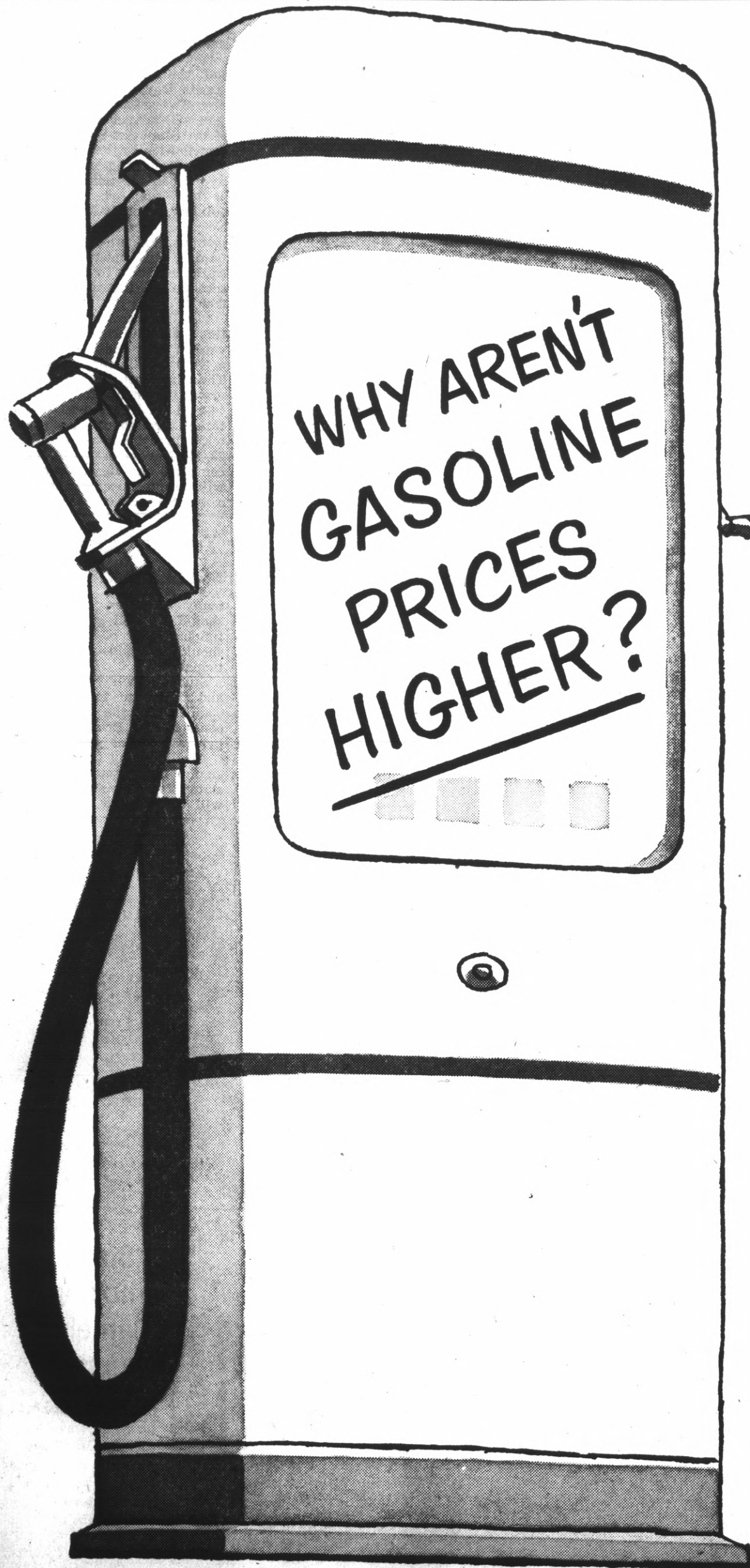
Athletic directors of the schools involved worked many months ironing out the details of the league, before the announcement of its formation was made in June of this year.

This year and next may see a new era at San Francisco State.

Gators Blank Army, 19-0

The passing of Little All-American candidate Maury Duncan led the San Francisco State College Golden Gators to a 19-0 victory over the Presidio in a game scrimmage at Cox stadium last Tuesday.

The practice game was the first of its kind for the Gators this year.



THE price of almost everything you buy today is a good deal higher than it was in 1939.

The U.S. Cost of Living Index is up 87%.

The cost of building a new home is up 141%.

The F.O.B. price of a new, popular-priced 2-door sedan is 148% higher.

Even railroad freight rates—which are set by the U.S. Interstate Commerce Commission—are up 82%.

The reasons for this are obvious. Prices are higher because costs are higher.

Costs in the oil industry are no exception. The cost of building a Union Oil Service Station has gone up 200% since 1939. Our other construction costs are up 149%. And the cost of steel pipe—just one of the materials that we use by the trainload—is up 88%.

In spite of all this, however, the price of our 76 gasoline has gone up only 66%*.

Why haven't gasoline prices gone higher? First, our U.S. oil companies are operating in an intensely competitive industry.

Second, U.S. oil companies are big enough to finance vast programs of research. So our technological progress has been great.

By plowing back profits into better facilities, by improving processes and products through research, by eliminating waste at every point, our U.S. oil companies have been able to offset their rising costs with greater efficiency—and keep their prices down.

*Average U. S. prices for all gasolines have increased no more than this.

UNION OIL COMPANY
OF CALIFORNIA

Incorporated in California, October 17, 1890

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

GATORS LOOK STRONG IN SEASON OPENER

By HAL GRANT

In order to give the reader a comprehensive pre-season look at State's gridiron machine we present a position by position breakdown of the squad.

ENDS: George Wehner and Tony Fardella are on top at this writing. Wehner was a veteran in 1953 and is one of the key performers whose loss via injury would be disastrous. Fardella saw considerable action in late season and is effective on both offense and defense. He weighs in at 180 pounds.

The Gators have outstanding prospects at this position but they lack college experience. Mike Saunders, a 190 pounder from Sacred Heart and service football, will crowd Fardella for a starting spot.

Cliff Crawford, a 200 pound freshman from San Leandro High, and Dick Hodge, another yearling from Riordan also show promise.

TACKLES: Bob Foote and Dan Logue are currently starting with Roy Nonella a serious threat to Logue. Foote is a tremendous offensive charger but has played very little defense. A natural football player, he is expected to meet the challenge in tough battles, however. Logue,

230, played second string with the powerful San Diego Navy team last year. He has fair speed for his size and is agile.

Nonella, a sophomore from Mendocino, impressed in late 1952 after being brought up from the jayvees. He weighs 200 pounds and is expected to develop into a great player before finishing at State. His only fault is lack of experience.

John Burroughs, 240, is improving rapidly and loves the going.

The Gators have several prospects at this position who could develop with more seasoning but would be greatly handicapped if any of the top three suffered injuries this year.

GUARDS: Don Slaters and Jess Jones are expected to do the job in any company. Both were well seasoned in 1952 and both make up for lack of size with extreme agility and speed.

Bill Rudometkin, from Galileo High and City College of San Francisco, will help considerably. Although new to State's system, this 200 pounder is expected to be outstanding by mid-season.

Don Madera, 190, is up from the jayvee and will be a factor here.

Nonella has worked at this po-

sition and may alternate between guard and tackle.

CENTERS: Verducci's problem here is the return to one-platoon football. Jerry Harper, a 180 pound sophomore from Sacred Heart is the top offensive man and will probably get the call.

Larry Conover, another soph, is terrific on defense but has played little offense in college ball. Conover, a 190 pounder from Washington High, is large-boned, sturdy and should develop into a good one. Harper is quick and extremely tough, despite his lack of weight.

Warren Mibach, 185 pound freshman from Sacred Heart, will probably see action at this spot. He is promising for a newcomer and is particularly rugged on defense.

LEFT HALFBACK: Rudy Smith is expected to close out with a smashing performance. This fine back was prevented from showing his worth last year because of injuries.

Bob Lualhati, a 220 and 440 man on the track team, is the club's fastest man. This sophomore from George Washington has all the determination he will ever need. Lulu has always been a straight line scooter but has shown increased ability to cut

and follow blockers in early season. Once he turns the corner this flyer can go all the way in. A potential game breaker.

Walter Bremond, brother of Harry and a transfer from CCSF, is also a sprinter. He is a good pass receiver and an extremely aggressive man. He is new to State's system. In his career at Commerce High and CCSF, Walt always played his best ball under the toughest competitive conditions. Definitely a factor, once he fits into the attack.

RIGHT HALFBACK: Veterans Dick Nave and Harry Bremond are involved in a tight battle at this spot. Both are short-legged chunkers, who can cut immediately and drive through when cornered. Nave was voted the most valuable player in the Chico State Homecoming game last year. He is an outstanding pass catcher.

Bremond, nick-named "The Horse" by his mates, is one of the most inspirational players on the team. He has never given less than his best. Few Gators can maneuver a defender out of position as well as The Horse. He once wasted too much effort in lateral movement, while looking for the big break through, but he pretty much overcame the

tendency last year. A very determined blocker.

Both boys are very fast starters and will damage the opposition on quicks and traps up through the middle.

QUARTERBACK: Maury Duncan should certainly be the ranking candidate for Little All-Coast and with decent breaks could wind up a little All-American.

He can throw short or long with extreme accuracy. His ball handling is excellent.

Sam Hiona, another of the City College transfers by way of Commerce High, is expected to develop into a good QB after seasoning in State's system. He reported late and has had very little practice.

Dick Kraft, a freshman, is receiving considerable attention from Verducci.

FULLBACKS: It's a three way battle between Dick Storm, a determined veteran at 180 pounds, Walt Gomez, a 180 pound husky who is one of the best defenders on the club and runs the ball with power and Jim McElroy, the best open-field threat of the three at 175 pounds.

Gomez transferred in from San Mateo J.C. McElroy was a star of Yuba College's Dust Bowl team in 1951 and is also a talented baseballer.

Returning Lettermen Bolster Powerful 1953 Boxing Team

By KEITH PINCKNEY

The Gator boxing squad will be a winner this season, says Coach Bob Troppmann. He backs his statement by pointing to returning lettermen John Fawcett,

who, Troppmann says should end this season as a National Intercollegiate champion.

Fawcett, a 132 pound veteran has won 16 of his 23 intercollegiate bouts, and is expected to improve on that record in the coming year. A classy boxer, he took all his opponents by decisions.

CARILLO READY

Bob Carillo, another veteran, is rounding into shape after suffering a serious injury to his hand. Carillo is expected to be ready to go when the Staters take on their first opponents. Previously Carillo had not been counted on to perform for the Gators this season, but his injury came along better than had been anticipated.

Among the new men out for boxing, interest is rising as the season's opener approaches, according to Troppmann. The ring mentor waxed enthusiastic about the outstanding prospects that have turned up among those new to boxing here at State.

ALL COLLEGE TOURNAMENT

This season the boxing year will be enlivened by the All-College Tournament. With entrants in three divisions: Novice, Junior, and All-College, fists will be flying in all directions by the time the finals take place December 9. Anyone, with previous experience no special qualification, is invited to enter the tourney. Entry blanks may be obtained in the men's gym, beginning November 2.

Individual entrants are to be sponsored by either a fraternity or a sorority, and the organization piling up the most total points at the close of the finals will be awarded a perpetual trophy. Individual winners will receive medals. The finals will see 27 bouts held in a single evening.

Call Goes Out for Distance Runners

All men interested in participating in cross country this fall should contact Coach Hal Grant, Hut T-1, or Track Coach Ray Kaufman, new campus gym, immediately.

Workouts have already started and the '53 team is rounding into shape. Pegged for the number one slot is Jim Shettler, 1950 Dipsea champion and holder of the S.F. State mile record. Right on Shettler's heels is Warren Fairbanks, intramural mile record holder and two miler on last year's track team. Other contenders for starting berths include Welton Moore, half-miler on State's '52 squad; and Bert Phillips, 440 yard man on the 1951 Gator team.

The tentative schedule for the '53 distance squad includes meets with Modesto JC, San Jose State, University of California, Fresno State, Santa Barbara State, Stockton College, and East Contra Costa JC.

Envision Potent Water Polo Team

Coach Hal Harden's water polo team enters into the swim of things this season with a strong veteran team.

Returning three year vets will be Norm Stupfel and Bruce Duncan. Two year vets who will be splashing back into the spotlight will be Norm Cady, Ed Soderman, Clark (Buzz) Vilas and Bob Long. All of these men are returning as a unit from last year.

The Gators are entered this year in the Northern California Water Polo League. The opening game is scheduled here against Santa Clara for the 16th of October.

Soccer Squad Starts Season Tomorrow Against Alumni Team at Upper Field

Having located a manager, Coach Art Bridgeman's Gator soccer team should be at least equipped for their season's opener against a strong Alumni squad tomorrow at the upper play field.

Bolstered by alumni of the squad who took part in the soccer league chase as late as last season, the Alums may prove a difficult barrier to surmount. Last season's alumni contest went two and one-half periods before being abandoned by mutual consent. "The grand old men of soccer," as one puffing alumnus put it, "We're beginning to feel the pace."

FULL-SCALE SCRUM

Yesterday, October 1, the Gator squad held their first full-scale scrimmage of the season. Held under the lights, here at State, the workout found the soccer men opposing the San Francisco Vikings, last year's champions of the strong Sunday league.

Loss of several key men from

last season's team may have weakened the Gators. For the first time in the last few years, All-American goalie Owen Kashaveroff will not be present in front of the Gator's net. Paul Alabona and Charlie Andrews will also be among those not returning.

FOREIGN STUDENTS HELP

Coach Bridgeman feels, however, that several new men and some of last year's JV squad may be able to step in and fill the gap. Among the new players reporting for duty were several foreign students with previous game experience.

In 1952 the Gators managed to grab the first spot in the standings for a portion of the season but the always potent USF Dons took the title, as they have done for the past few years. State's booters will collide with the Dons in the league opener, October 10. The contest will be played at the University of San Francisco.

Fessenden Takes Over PE Division

By DAVE KRUG

One of the many new faces around State this fall is the one of Dr. Douglas Fessenden. Dr. Fessenden is the new chairman of the Physical Education, Recreation, and Health Division, and therefore holds down one of the most vital positions in our institution. The duties which he will perform will be of the nature of coordinating the work of his division and working along with the faculty of that division.

Dr. Fessenden comes to us from Mansfield, Ohio, where he served as Director of Health and Physical Education for the public schools of that city. Before his work in Mansfield, he served as head football coach and director of athletics at the University of Montana. His experience in directing athletics wasn't limited to civilian activities, for in World War II, Dr. Fessenden served the United States Air Force as a Command Director, responsible for physical and technical training of airmen.

State's new P.E. Division chairman is very glad to be part of our college. When he was asked how he thought he'd like it here, he remarked that he likes California, and San Francisco in particular.

After serving as head football coach for the University of Montana for seven years, our new administrator received his M.A. from that school. He had previously earned his B.S. in 1927 at the University of Illinois. In 1951 he received his Ed. D. from Columbia University.

Stadium Honors Dean Cox

Site of tonight's football contest between the Gators and the Cal Tech Engineers will be Cox Stadium, located north of the gymnasium at the new campus.

In use by S.F. State athletic teams since 1942, the stadium was officially dedicated in 1950, and named in honor of Dean of Physical Education David J. Cox.

The stadium seats 5560, but can be expanded to meet future demands.

TO ALL YOU WONDERFUL STUDENTS

We regret the great inconvenience we have put you to by not being on the New Campus this Semester. And we deeply appreciate your fine sportsmanship and cooperation in coming to the Old Campus to get your books and supplies.

MANY, MANY THANKS TO ALL OF YOU

THE STAFF AND MANAGER

THE BOOKSTORE

College Hall, Old Campus

A California College Man says:

TENPLAN checks help me keep score when it comes to budgeting my expenses!

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FOOTBALL SCHEDULE

Date	Opponent	Time	Place Here*
October 2	Cal Tech	8:00 p.m.	Here
October 9	Moffett Field	8:00 p.m.	Here
October 16	Cal Poly	8:00 p.m.	Here
October 24	Chico State	8:00 p.m.	There
October 31	Pepperdine	8:00 p.m.	There
November 7	Nevada	2:00 p.m.	There
November 11	Fresno State	2:00 p.m.	There
November 14	Santa Barbara	8:00 p.m.	Here**

*All games here will be held in Cox Stadium, located just north of the new campus gymnasium.

**Denotes Homecoming Game.

1953 Grad Exam Dates Announced

Graduates at the end of this semester may apply now for the Graduate Record Examination to be given on November 14, 1953, January 20, May 1, and July 10, 1954, at numerous testing centers.

The tests offered in these nationwide programs include a test of general scholastic ability and advanced level tests of achievement in 17 different subject matter fields. According to ETS, candidates are permitted to take the aptitude test and one of the advanced tests.

See your college adviser for further information regarding the test.

International Relations Conference Here Soon

An International Relations Conference will be held this month at the College of the Sequoias in Visalia, California. Our college has been selected to send two delegates to the two-day conference on October 25-26.

Individuals who have majors in government or international relations are requested to contact either Sami Judah, president of the International Relations Club or Dr. Alfred Fisk, professor of Humanities during the following week up until October 8.

Rec Swimming Schedule

All students are invited to enjoy State's recreational swim program this semester. All that is needed is a student body card.

The swimmers will be required to wear college suits. The women must wear caps. Following is the schedule.

Mon.—11-1 p.m.
Tues.—1-2 p.m.
Wed. 11-12 p.m.
Thurs. 1-2 p.m.
Fri.—9-12 p.m., 1-3 p.m.

SAN FRANCISCO STATE COLLEGE
GOLDEN GATER

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WANTED

EVERY FRIDAY NIGHT.
9 til 1, 200 Sharp Men to Accomodate.. Overflow.. of Equal. Number.. of.. Slick Chicks

Apply Collegian Dances.

Royale Room
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Geary at Van Ness

Ask for Charley Stern
Musical Director

Important C.A.A. Meeting Monday

Another meeting of the Club Advisory Associations has been called for next Monday, October 5, at 7:30 p.m. in room S 101 of the Science building.

Three major problems on the agenda will be the final vote on the proposed By-laws, the election of a new recording secretary-treasurer, and the appointment of three faculty members as sponsors.

At the last meeting of CAA, George Poquette was elected president of the organization for the calendar college year. Others elected to the executive group were Sami Judah to the position of vice-president, Mary Courtney to the position of corresponding secretary, and Alice Pappas as recording secretary-treasurer. Pappas from the position of secretary-treasurer, Mary Courtney was temporarily appointed by the president to serve until another election can be held.

Off-campus status will occur to any organization not attending meetings of the Club Advisory Association whereby they miss more than two meetings.

State Models in Stonestown Show

Stonestown Trade Fair this evening will present a fashion model show at Joseph Magnin's featuring six models from San Francisco State College. The models will model clothing from the designer's board of San Francisco artists.

Among the girls participating will be Dee Hardy, Rae-Helen Allen, Sylvia Vinassa, Shirley Chambers, Ely Tantridge, and Diana Winter.

Acting as a judge of the clothes made by young people in the Singer Sewing Machine Company store was Evelyn Erickson, Associate professor of Art and director of the style service.

The model show begins this evening at the Joseph Magnin store at 8 p.m.

Herb Anderson Elected New Block 'S' President

Block S announces the officers of the Fall semester, they are: Herb Anderson, president; George Wehner, vice president; Stan Fabiano, secretary; Bruce Duncan, historian; Phil Roark, treasurer; Al Desin, representative.

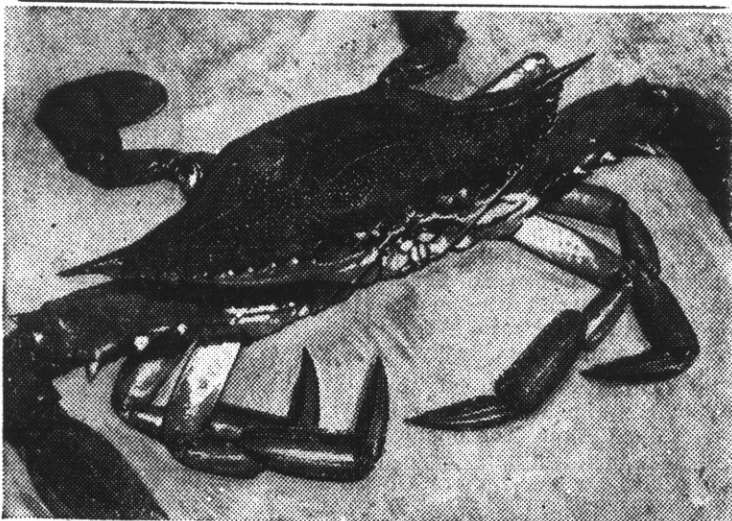
There will be a meeting of the Block S Society on Tuesday, Oct. 6, at 12:15, in the Men's Gym. All members are urged to attend this first meeting of the semester. Dean Fesendon will meet and speak to the members on the terms coming activities, including the Block S Homecoming Dance, which, states Herb Anderson, is the big social affair of the semester.

Block S membership cards for the Fall semester are available by contacting any of the Block S officers.

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CAFETERIA -- COLLEGE HALL
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J. Paul Sheedy* Switched to Wildroot Cream-Oil
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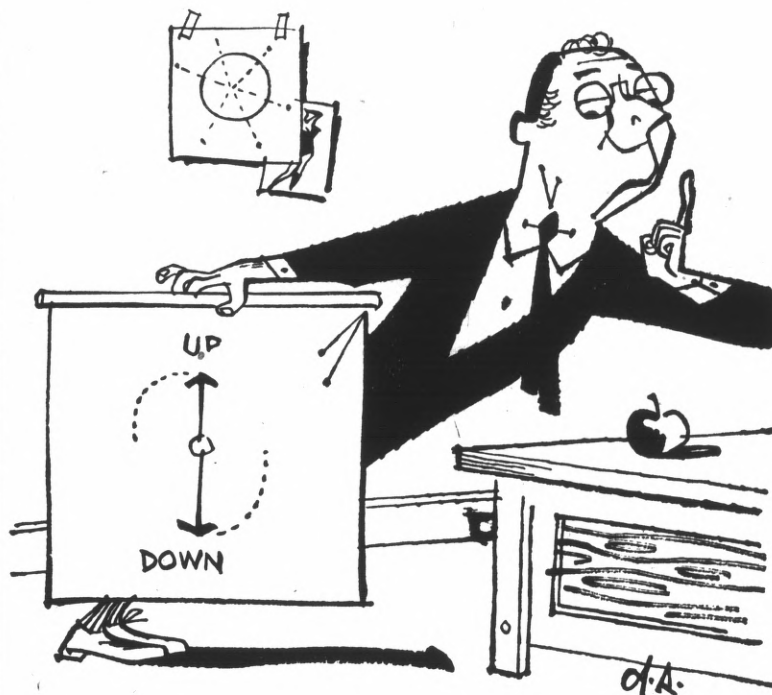
"Go jump in the lake," squalled Sheedy's mermaid with baited breath, "You look simply crabby with that messy hair. Better get your hooks into Wildroot Cream-Oil, America's favorite hair tonic. Keeps hair combed with no trace of greasiness. Removes loose, ugly dandruff. Relieves annoying dryness. Contains lanolin. Non-alcoholic. I shall never see you again until you start using it." Paul crabbed 29¢ and bought Wildroot Cream-Oil. Now he's the crab-apple of her eye. So water you waiting for? Hurry and get a bottle or handy tube at any toilet goods counter. And nets time you visit your barber, ask for Wildroot Cream-Oil on your hair. Then you'll be the best catch on campus.

*of 131 So. Harris Hill Rd., Williamsville, N. Y.

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OPENING GAMES.F. State
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Cal Tech

8 P.M. at Cox Stadium, New Campus
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Dr. Newton Ertia, jolly physics professor, says

"You'll lose your gravity with Jockey brand Shorts!"

In one of his periods of child-like good humor, Dr. Ertia told his class recently, "Why Mass around with substitutes for comfort? Relativity speaking, Jockey offers more comfort features than any other brand. Just Quantum, one by one!"

Enjoy the smooth, snug fit that is exclusively Jockey's!

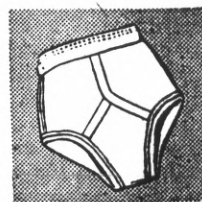
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